
4. Building a Successful Practice

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Sample

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Sample

Building a Successful Practice

The general educational goal of the building your practice curriculum is for the participants to become familiar with techniques for building strong physician-patient relationships, which, in turn will reduce their risk of malpractice claims and build their practices. Growth factors include availability, affability, patient-centered care, and affordability. Enhancing the patient's self-esteem is the secret to creating patient delight. Participants will also become aware of methods for identifying and coping with physician stress.

Sample

Lesson Plan: Building Your Practice Overview

Educational goal

Participants will become familiar with the elements of strong physician-patient relationships, prevention of malpractice claims, techniques for building their practices, and identifying and coping with physician stress.

Activities

Participants read Chapter 4: Building a Successful Practice

The instructor leads a lecture-discussion on

- ▶ Preparing for your new job
- ▶ Physician patient relationships
- ▶ Malpractice risk management
- ▶ Practice growth
- ▶ Physician career stress

Participants complete Test: Building a Successful Practice.

Hours of instruction

2:00

Scheduling guidelines

Fall of GY-2 or later

Notes

Test: Building a Successful Practice

1. Once you have signed your employment agreement,
 - a. Get in touch with key contacts at your new practice
 - b. Complete necessary paperwork for your licenses, hospital credentials, and managed care plan participation
 - c. Set up your appointment schedule
 - d. Outline your practice development plan
 - e. All of the above

2. List three aspects of good physician-patient relationships

3. List three ways to increase your visibility in the community

4. List three areas to learn about during your first days of practice

5. Why should you meet with your physician chief regularly?
 - a. Measure your performance
 - b. Discuss whether you are meeting practice's expectations
 - c. Determine whether you are on track to receive a bonus
 - d. Resolve difficulties in your relationship
 - e. All of the above

6. True or False: Some degree of chronic stress is healthy.

Test Answers: Building a Successful Practice

1. Once you have signed your employment agreement,
 - a. Get in touch with key contacts at your new practice
 - b. Complete necessary paperwork for your licenses, hospital credentials, and managed care plan participation
 - c. Set up your appointment schedule
 - d. Outline your practice development plan

Answer: e. All of the above

2. List three aspects of good physician-patient relationships

- ▶ Choice
- ▶ Competence
- ▶ Communications
- ▶ Compassion
- ▶ Continuity of care
- ▶ Confidentiality
- ▶ No conflict of interest

3. List three ways to increase your visibility in the community

- ▶ Be available when you are needed
- ▶ Introductions
- ▶ Practice information brochure
- ▶ Public speaking
- ▶ Advertising
- ▶ Community service